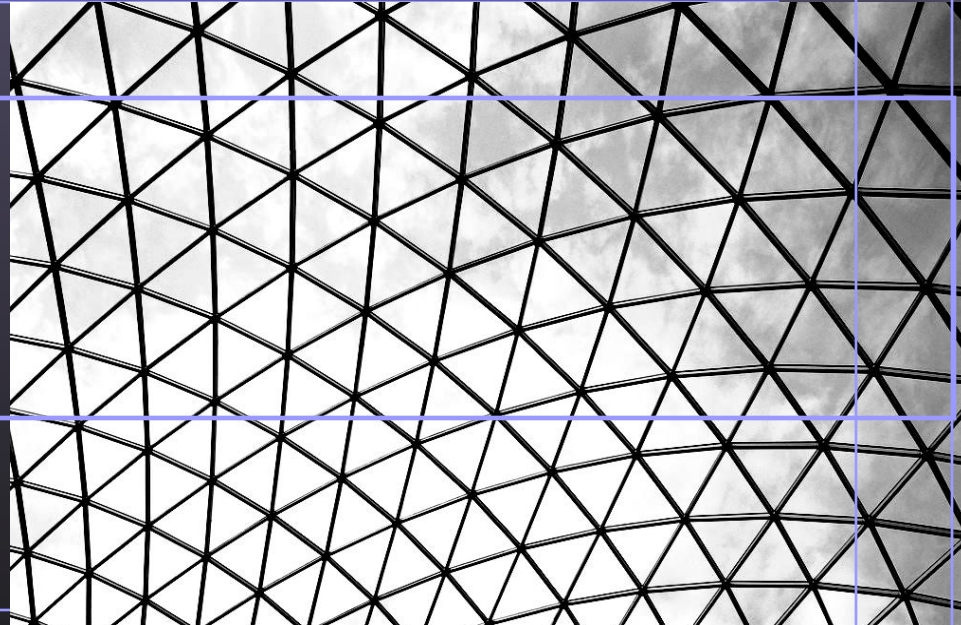




Wichita, Kansas

**Summary of
Findings
June 28, 2011**

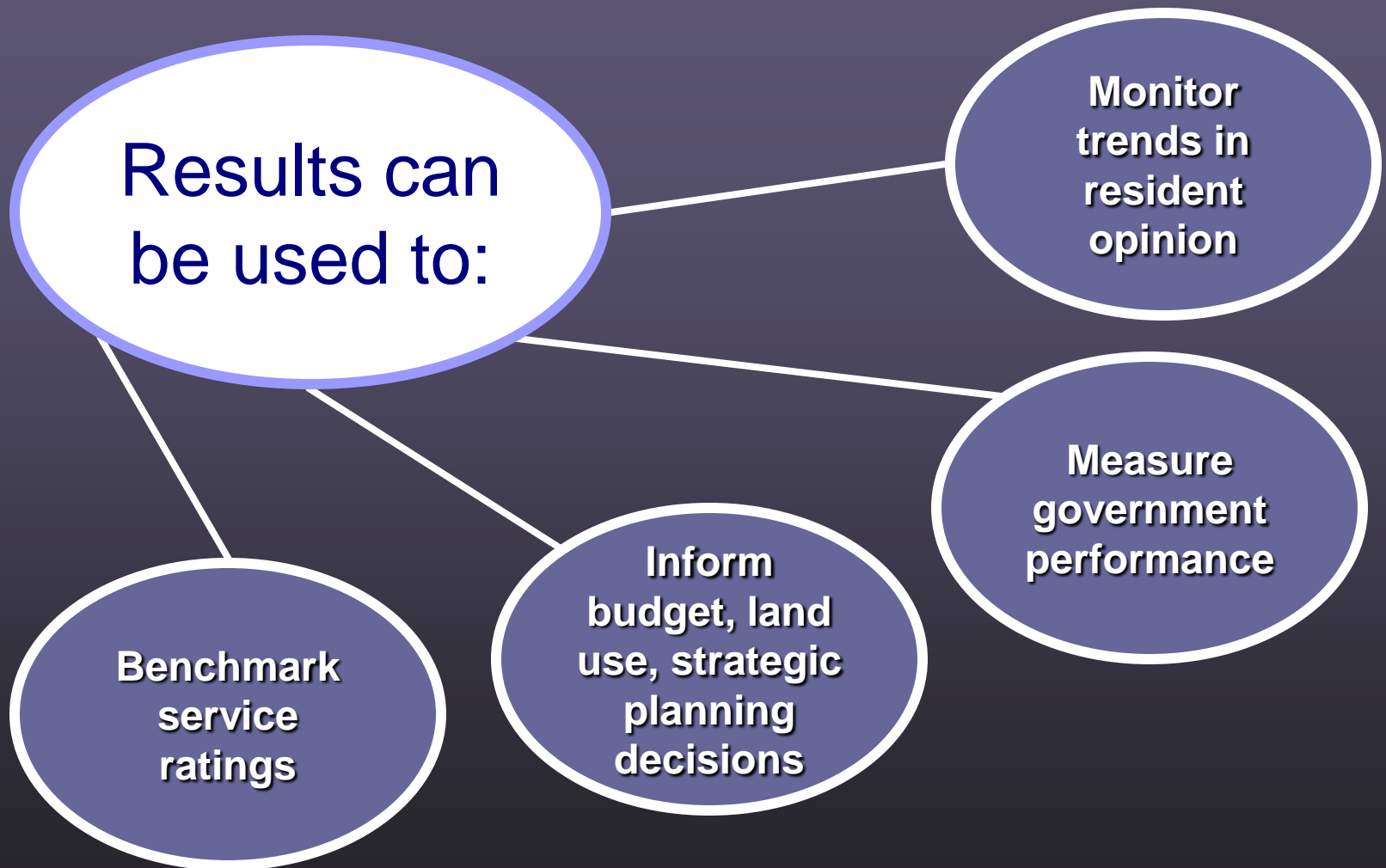


The National Citizen Survey™ (The NCS) Background

- ▶ ICMA/NRC initiative
 - ▲ Turnkey omnibus citizen survey service
 - ▲ Benchmark comparisons
 - ▲ Over 200 participants in The NCS in over 40 states
 - ▲ Over 500 jurisdictions in full database



Uses of Survey Results



Study Background and Methods

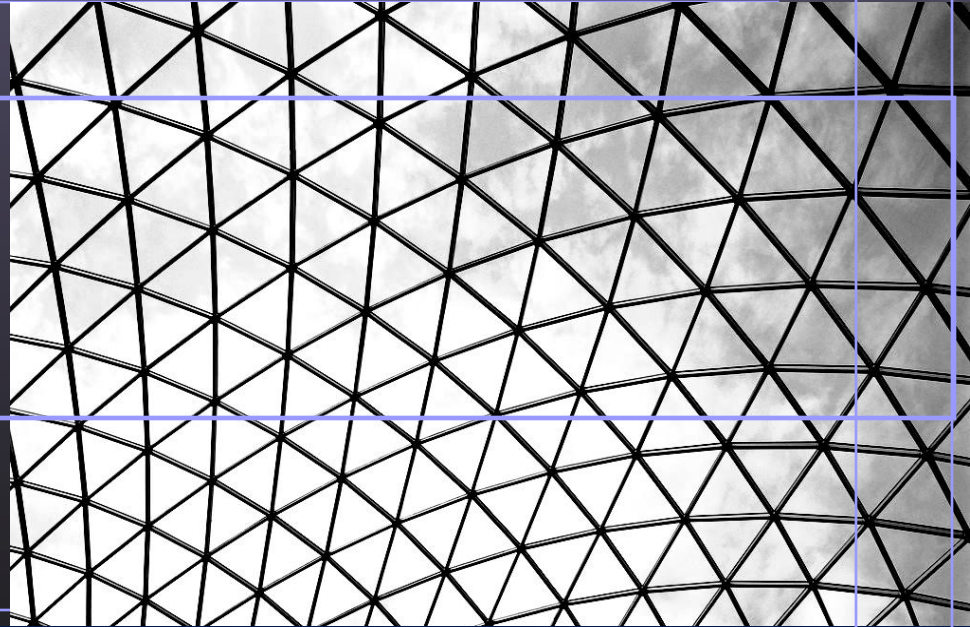
2011 Survey:

- ▶ Multi-contact mailed survey
- ▶ Representative sample of 3,000 residents and households
 - ▲ 831 surveys returned; 30% response rate
- ▶ 3% margin of error
- ▶ Data statistically weighted to reflect population



The National Citizen Survey™

Community Ratings



Overall Quality of Community

Overall quality of life in Wichita

69%



Neighborhood as a place to live

72%



Wichita as a place to live

78%



These ratings were lower than the benchmarks

Percent "excellent" or "good"

Would recommend living in
Wichita to someone
who asks



80%

Remain in Wichita for the
next five years



82%



= national benchmark comparison



= Custom benchmark comparison



= Compared to 2006

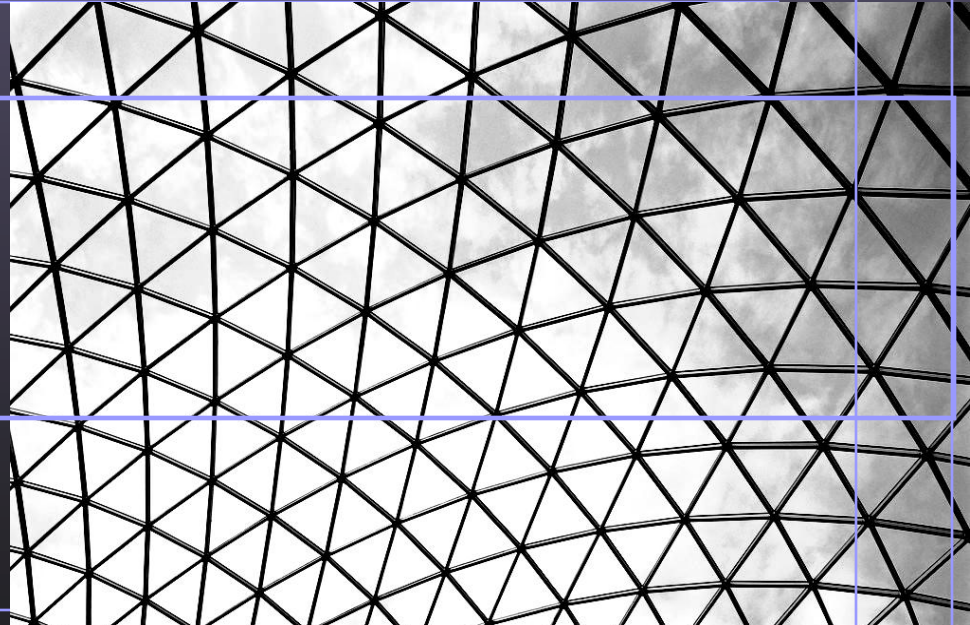


= No by year comparison

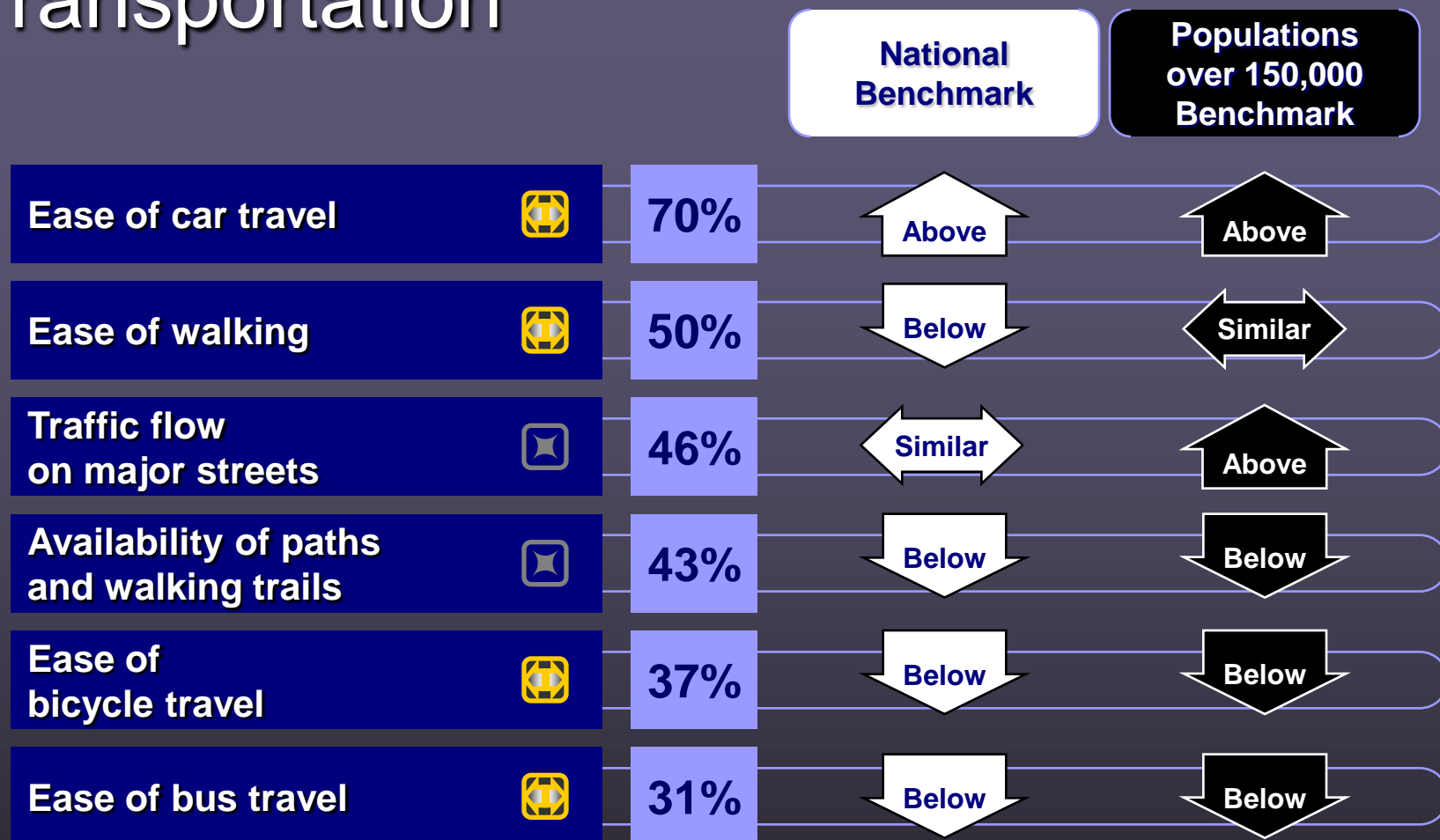


The National Citizen Survey™

Community Design



Transportation



Percent "excellent" or "good"

= Compared to 2006

= No by year comparison

Transportation Services

The National Citizen Survey™

Street lighting

55%



Snow removal

54%



Street cleaning

45%



Bus or transit services

40%



Traffic signal timing

39%



Amount of public parking

38%



Sidewalk maintenance

38%






Street repair

31%

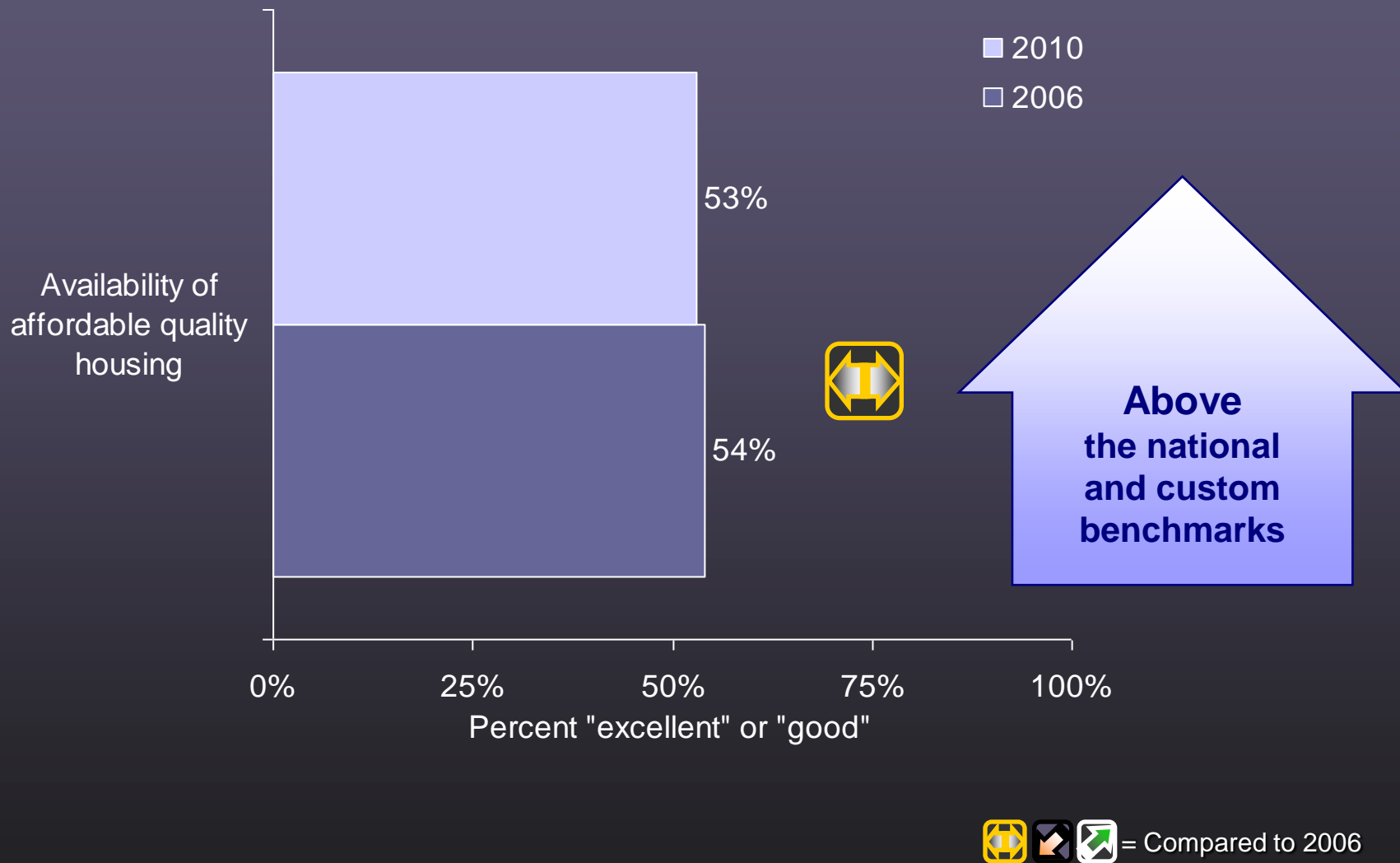


These ratings were mostly lower than the benchmarks

Percent "excellent" or "good"

   = Compared to 2006

Housing



Built Environment


57%

Similar to the
national and
custom
benchmarks

Quality of new development in Wichita 

Below the
national and
custom
benchmarks

53%

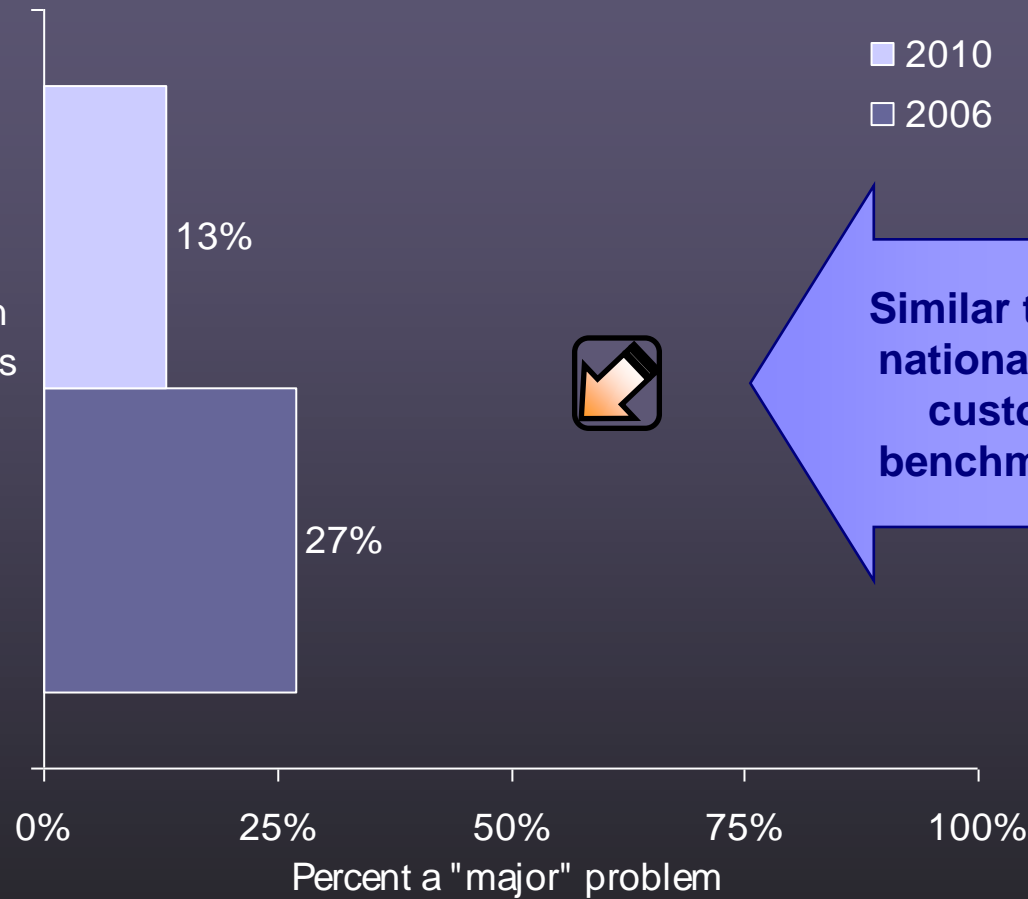
 Overall appearance of Wichita

Percent “excellent” or “good”

   = Compared to 2006

Nuisance Problems

To what degree, if at all, are run down buildings, weed lots or junk vehicles a problem in Wichita?



Similar to the national and custom benchmarks

   = Compared to 2006

Planning and Community Code Enforcement Services

Animal control

45%



Land use, planning and zoning

35%



Code enforcement

26%

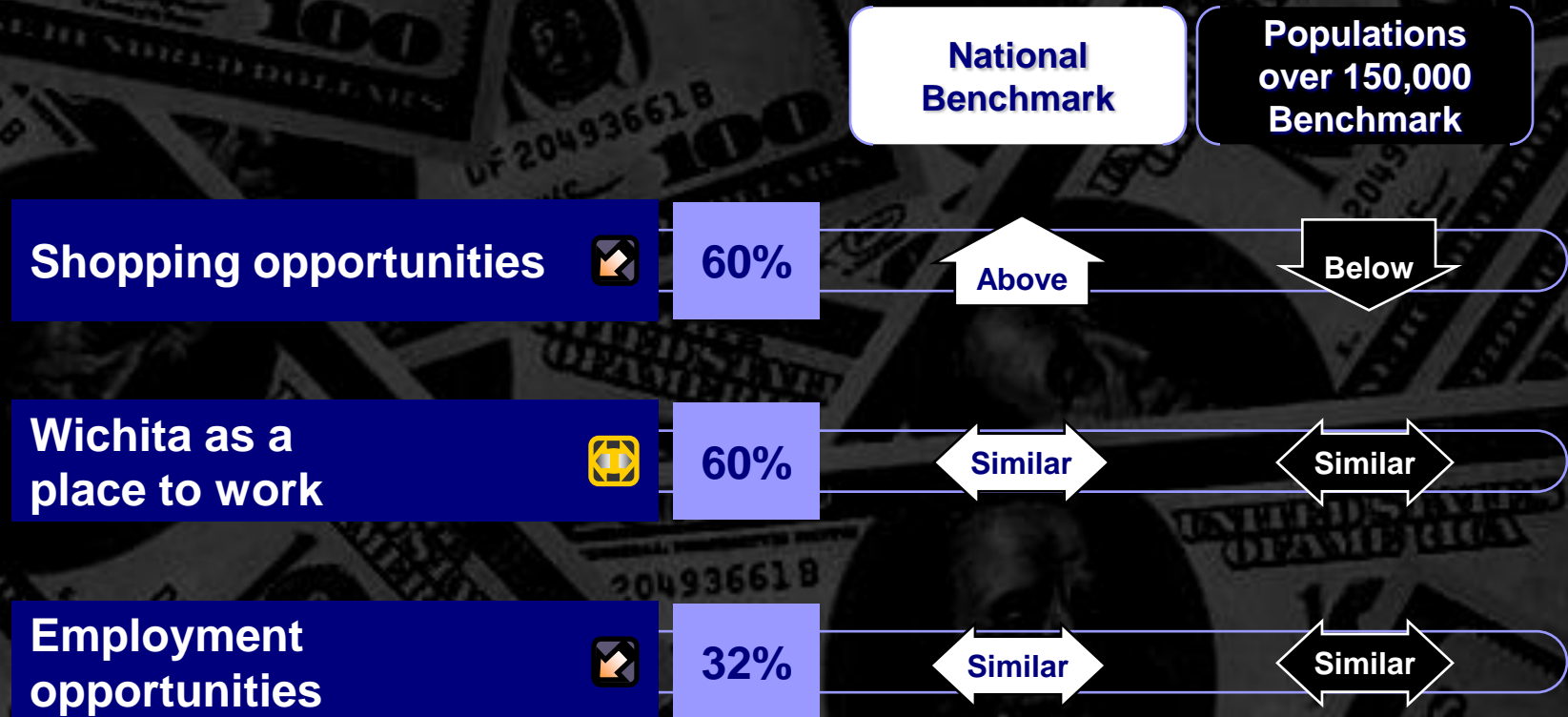


These ratings were mostly lower than the benchmarks

Percent “excellent” or “good”

   = Compared to 2006

Economic Sustainability



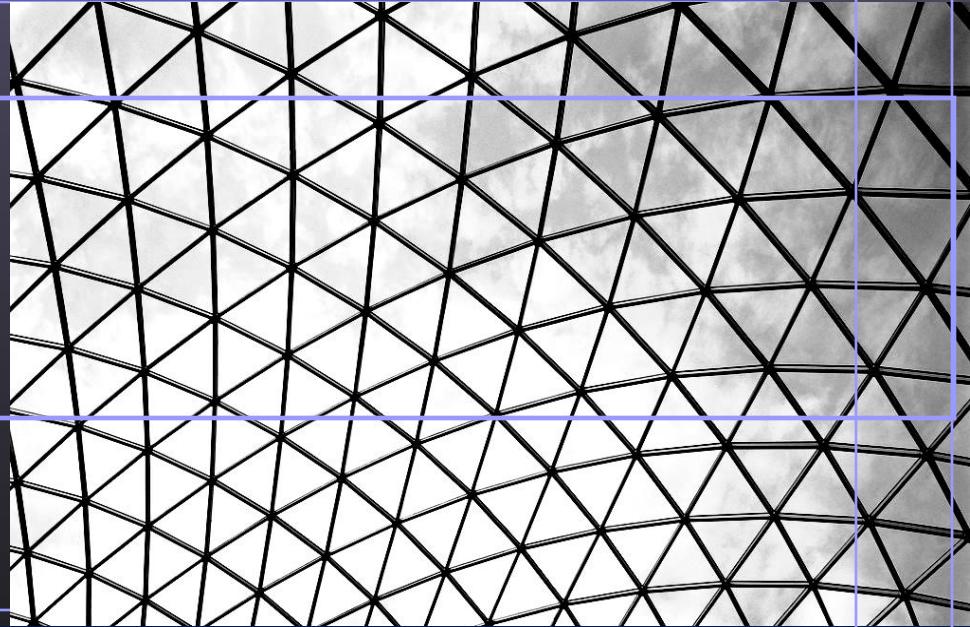
Percent "excellent" or "good"

   = Compared to 2006

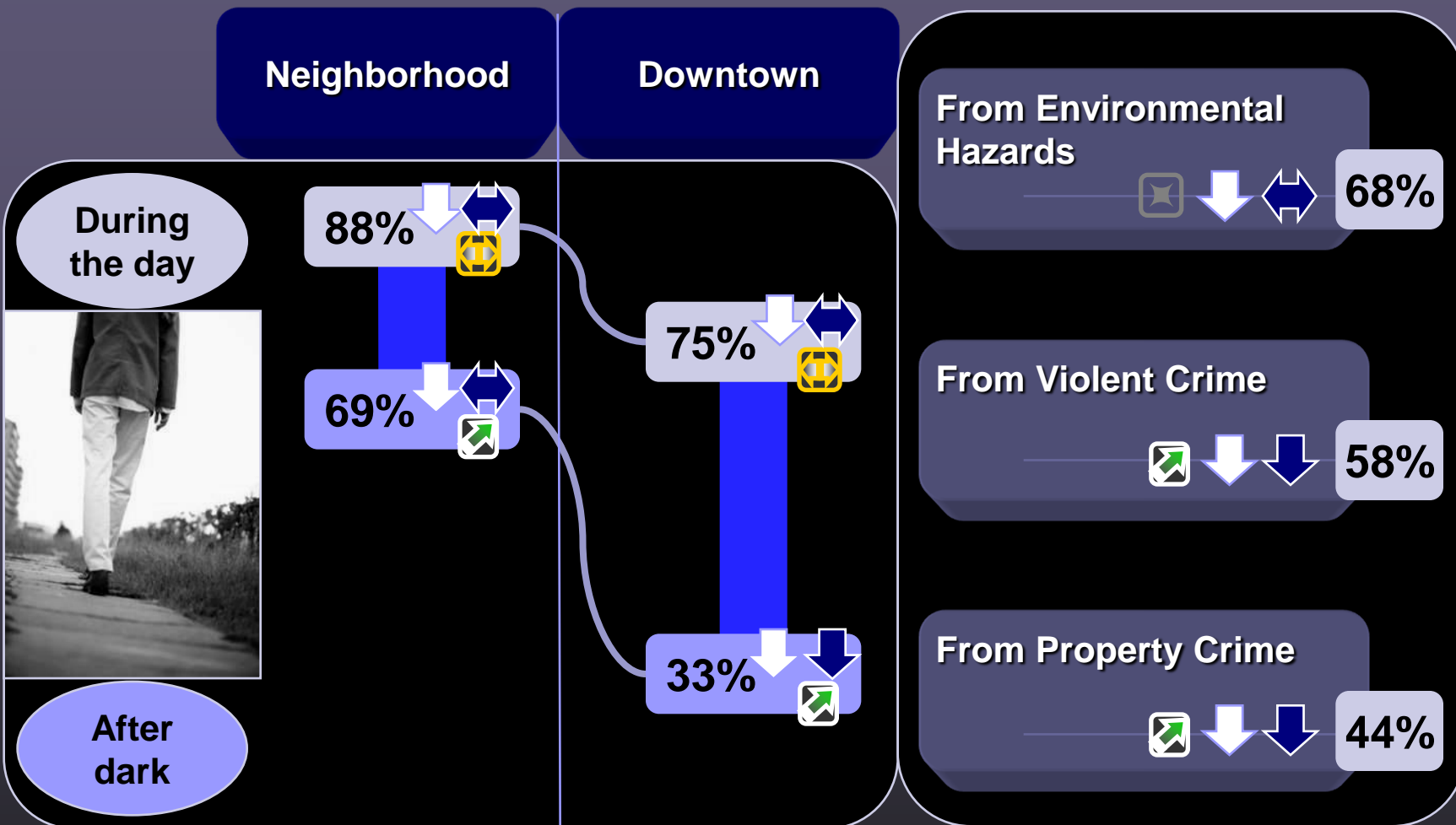


The National Citizen Survey™

Public Safety



Public Safety



= national benchmark comparison
 = custom benchmark comparison

Felt "very" or "somewhat" safe

= No by year comparison

= Compared to 2006

Safety Services

Populations over
150,000
Benchmark

National
Benchmark

Fire services



94%

Similar

Above

Fire prevention and education



75%

Similar

Above

Police services



74%

Below

Similar

Crime prevention



54%

Below

Similar

Traffic enforcement



53%

Below

Similar

Municipal courts



51%

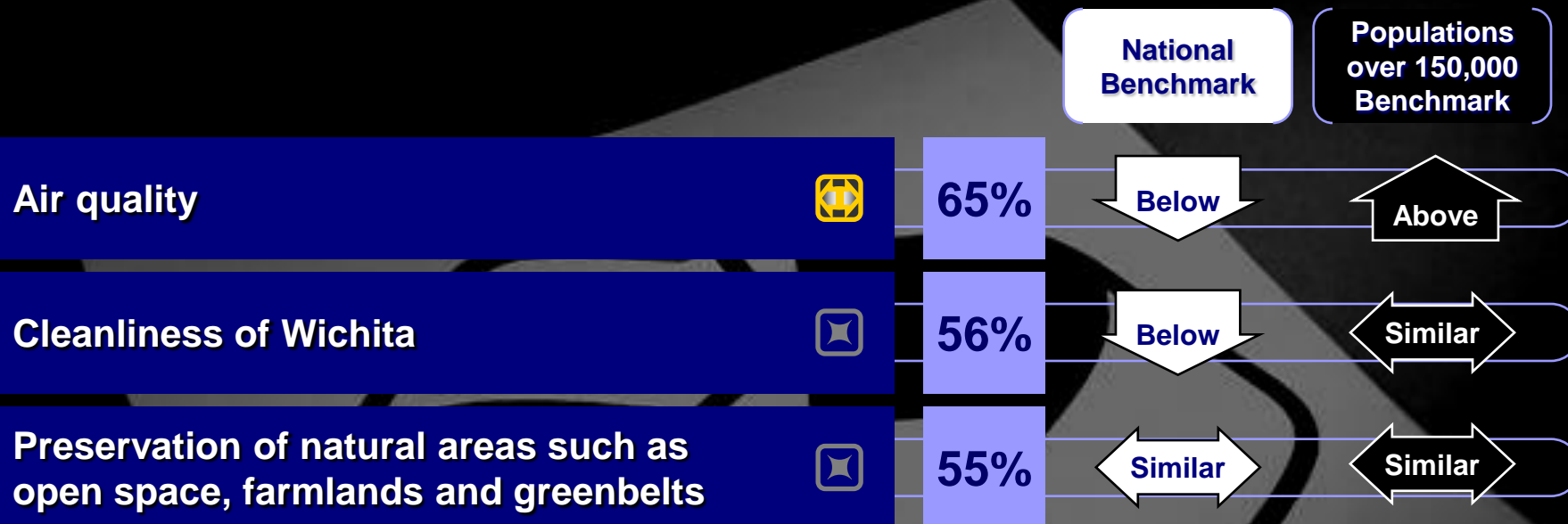
Below

Below

= Compared to 2006
 = No by year comparison

Percent "excellent" or "good"

Environmental Sustainability



69%

Recycled used paper, cans or bottles from home at least once in the prior 12 months

Less than the national and custom benchmarks



= Compared to 2006



= No by year comparison

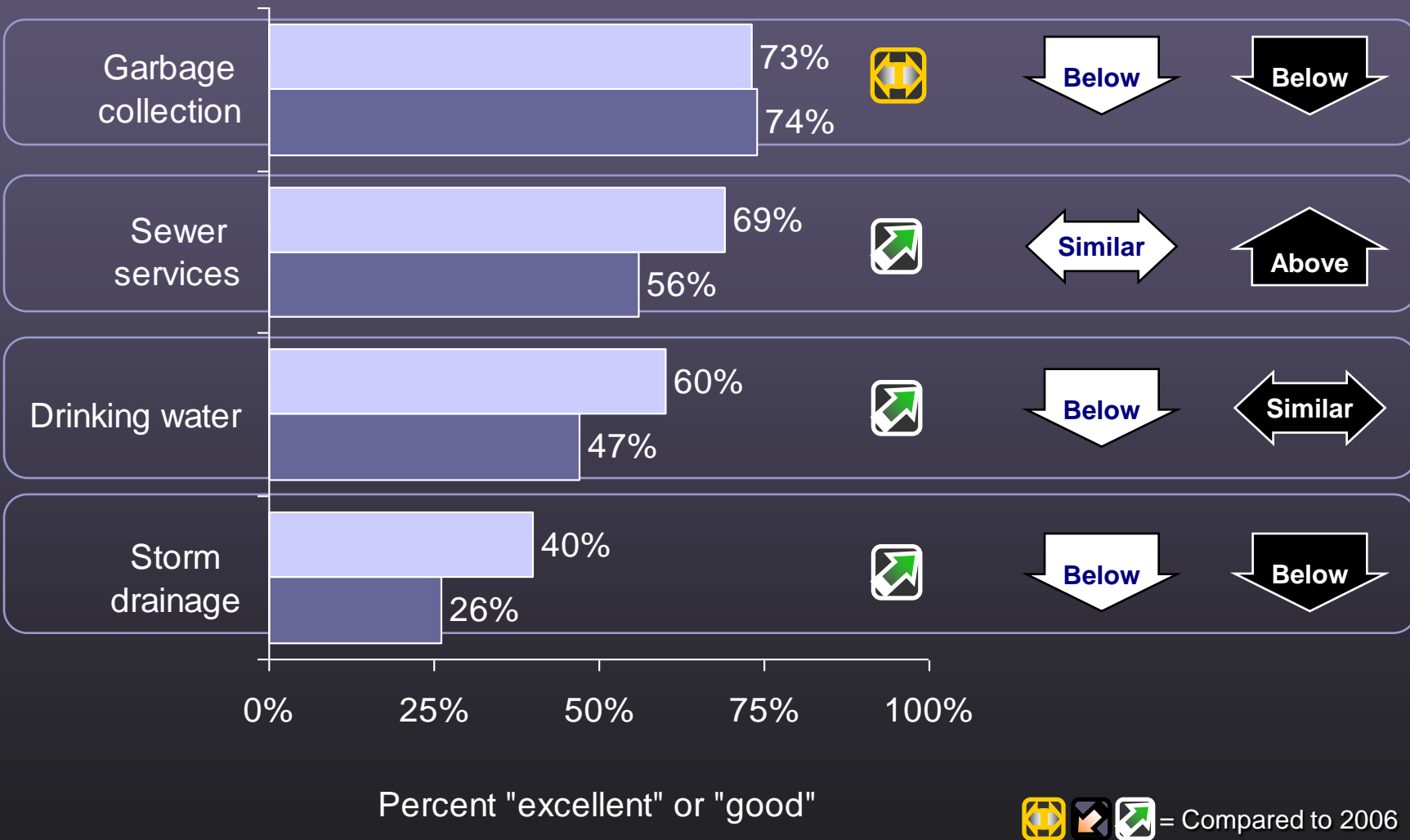
Percent "excellent" or "good"

Utilities Chart

■ 2010
■ 2006

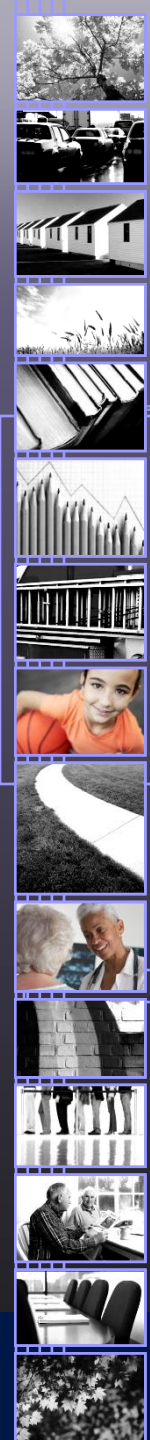
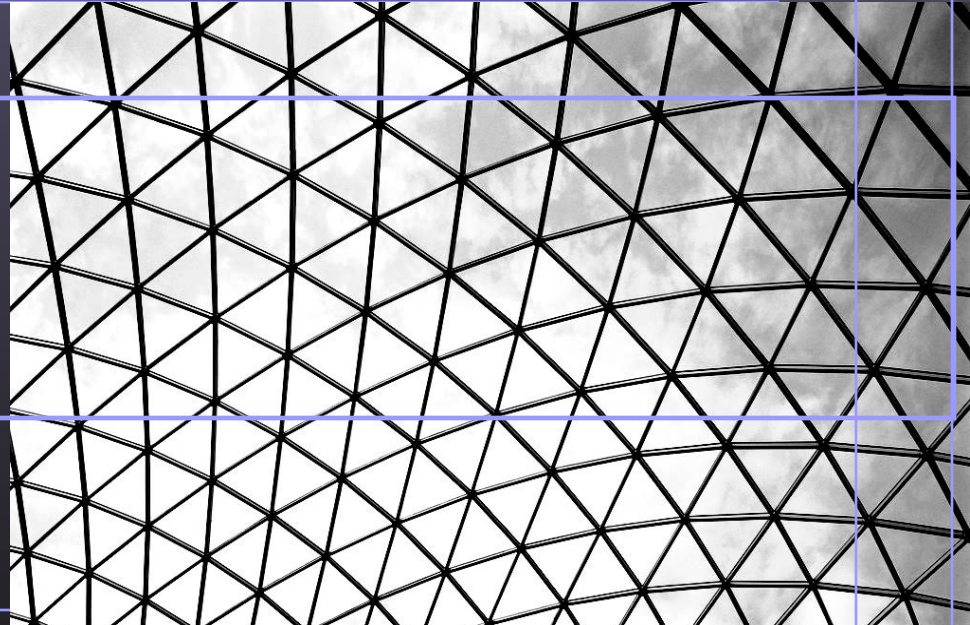
**National
Benchmark**

**Populations
over 150,000
Benchmark**





Recreation and Wellness



Parks and Recreation

City parks

73%



Recreation programs or classes

64%



Recreation centers or facilities

58%



These ratings were mostly lower than the benchmarks

45% 
Recreation
opportunities

   = Compared to 2006

Percent “excellent” or “good”

Culture, Arts and Education

Cultural and Educational Opportunities



Educational opportunities

64%



Opportunities to attend cultural activities

53%

National Benchmark

Populations over 150,000 Benchmark

Similar

Below

Similar

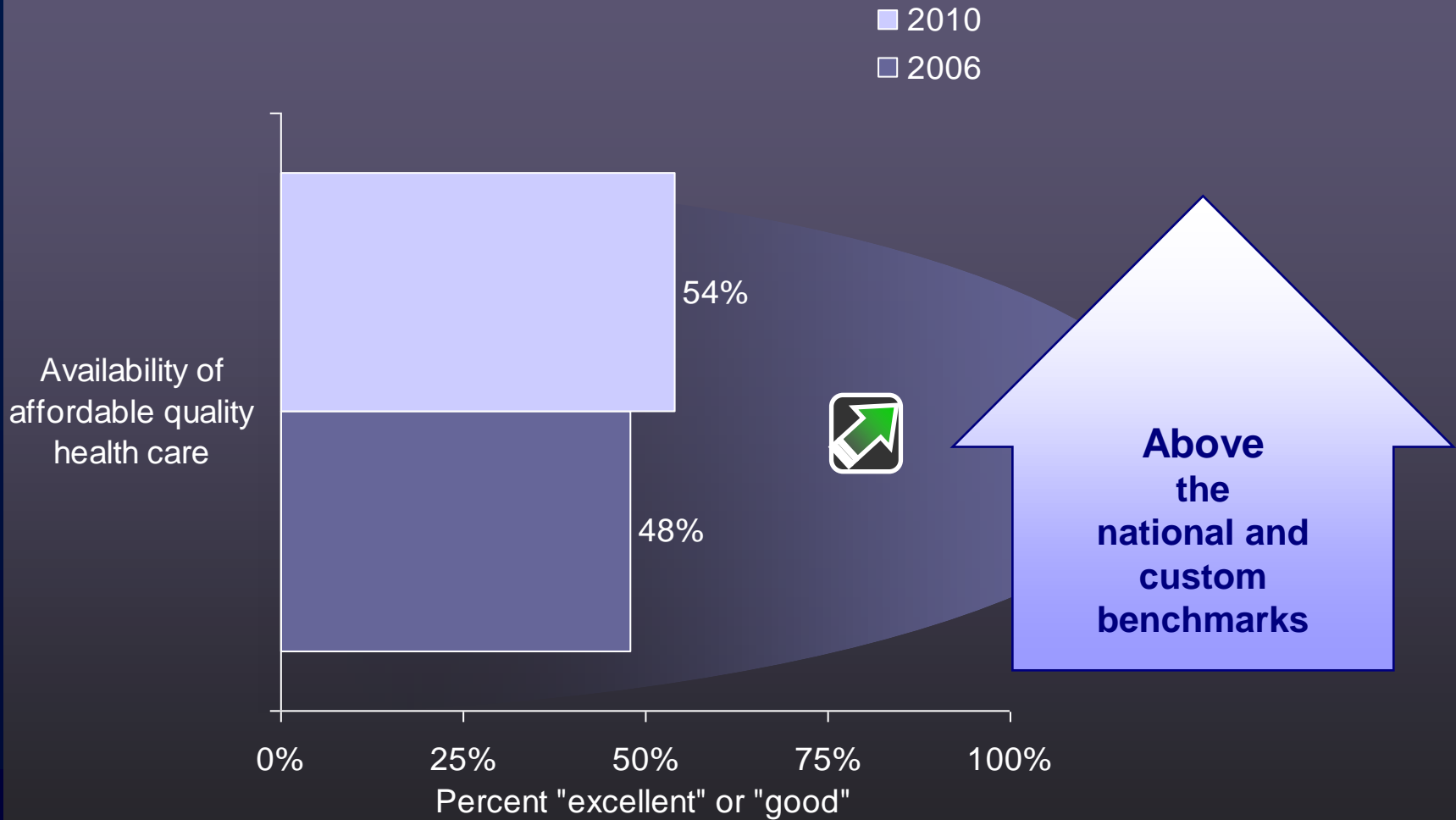
Similar

Percent "excellent" or "good"



= Compared to 2006

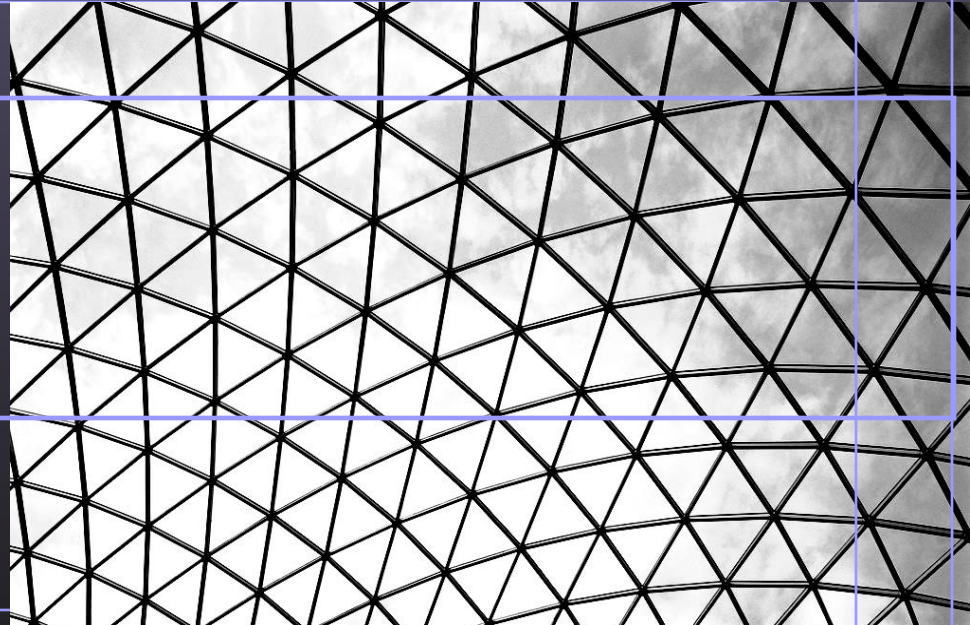
Health and Wellness



   = Compared to 2006



Community and Civic Engagement



Community Inclusiveness

National
Benchmark

Populations over
150,000
Benchmark

Wichita as a place
to raise children



74%

Below

Above

Sense of community



51%

Below

Similar

Wichita as a place to retire



49%

Below

Below

Openness and acceptance
of the community toward
people of diverse backgrounds



47%

Below

Below

Availability of affordable quality
child care



42%

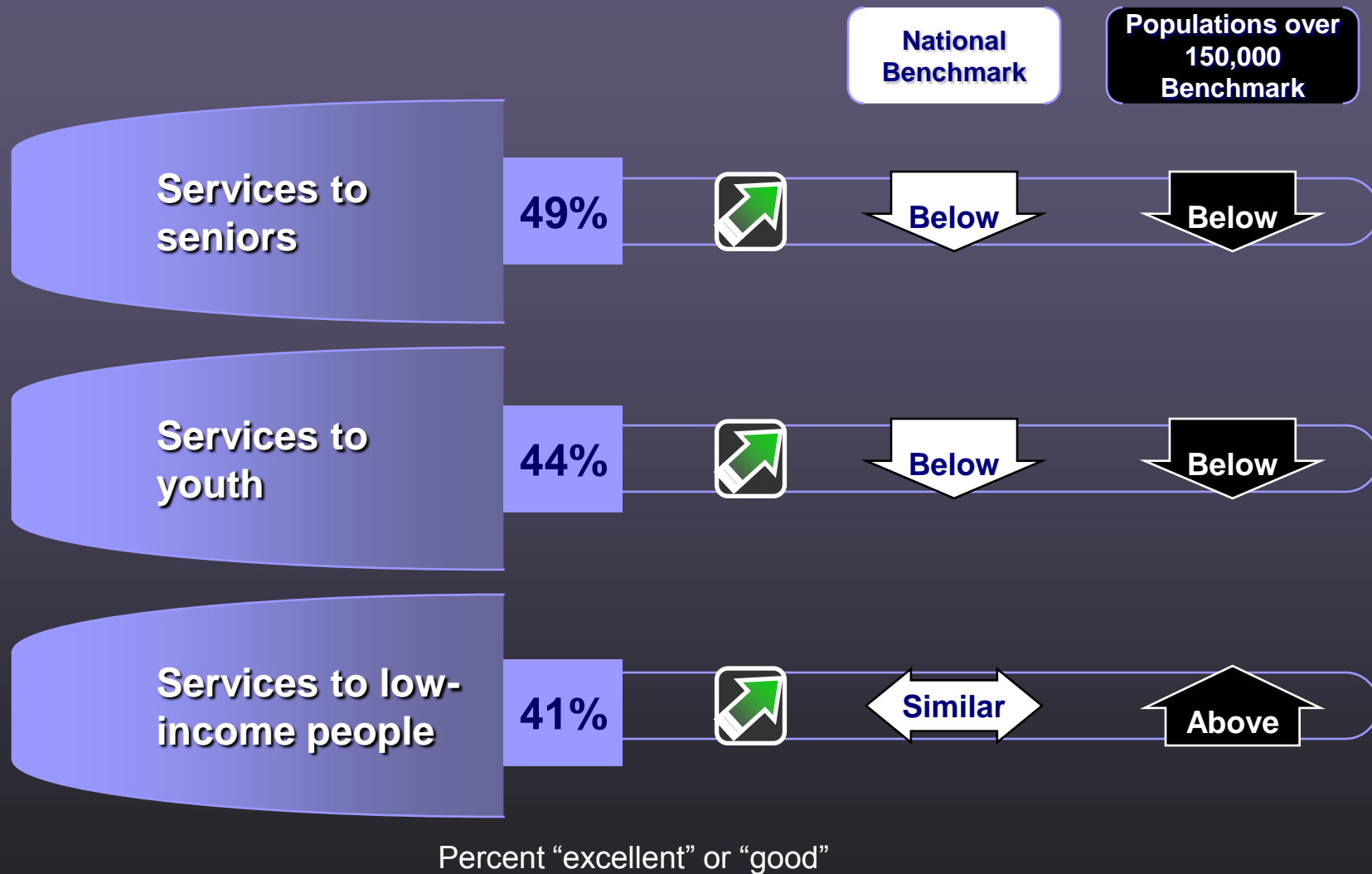
Similar

Above

Percent "excellent" or "good"

   = Compared to 2006

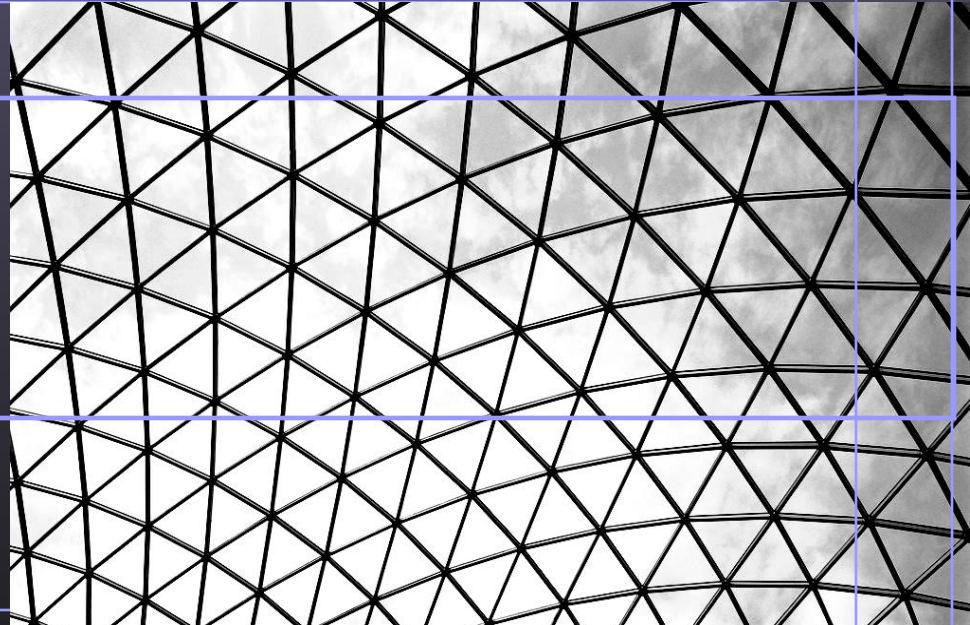
Services to Population Subgroups



= Compared to 2006



City of Wichita Government



Public Trust

**Overall image or reputation
of Wichita**

56%



**The overall direction that
Wichita is taking**

45%



**Value of services for the taxes
paid to Wichita**

41%



**Job Wichita government does
at welcoming citizen involvement**

39%



These ratings were mostly lower than the benchmarks

Percent “excellent” or “good”



= Compared to 2006

City of Wichita Employees



Knowledge	75%	
Courtesy	72%	
Overall impression	68%	
Responsiveness	64%	

75%



Courtesy

72%



Overall impression

68%



Responsiveness

64%



These ratings were similar to or lower than the benchmarks

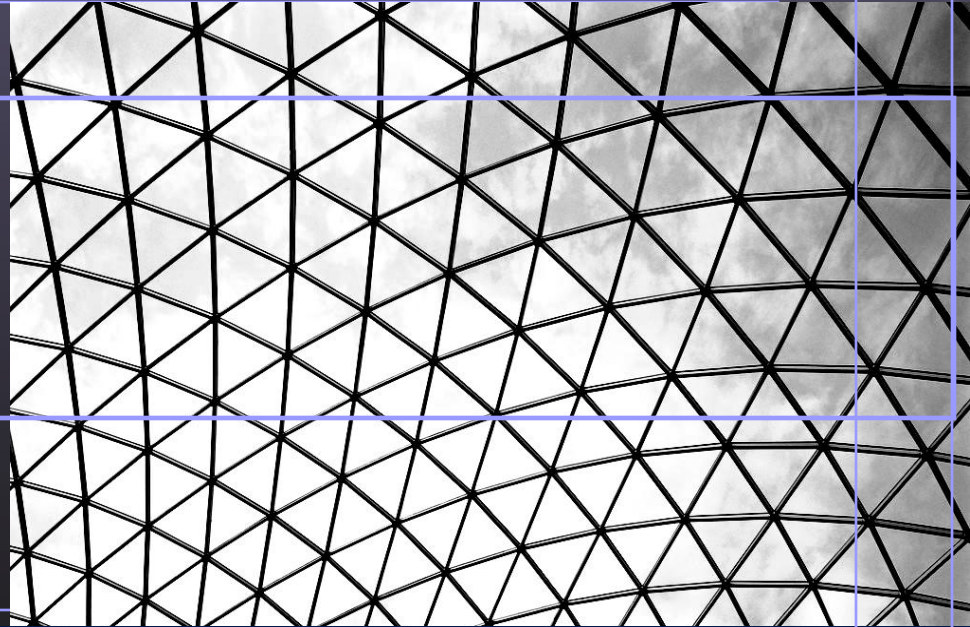
Percent "excellent" or "good"

   = Compared to 2006



The National Citizen Survey™

From Data to Action

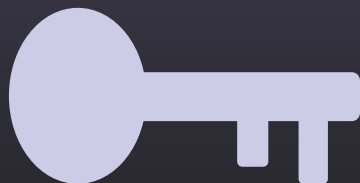


Resident priorities

Trendline data

National
Benchmark
Comparisons

“Key Drivers”



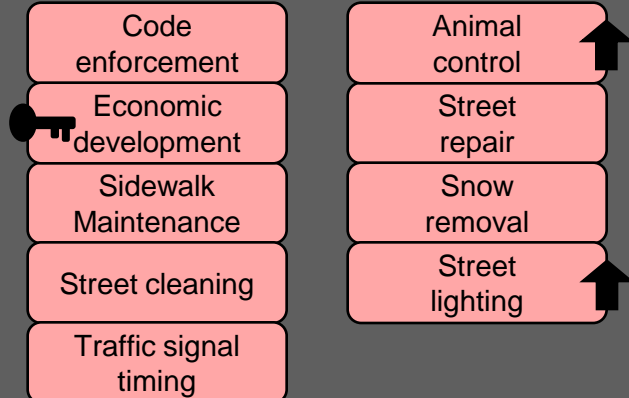
Key Driver Analysis (KDA)

- Cornerstone of customer satisfaction research in the private sector
- Tells what service evaluations best predict how well you do overall
- Focuses managers and staff on activities that could “get the most bang for the buck”

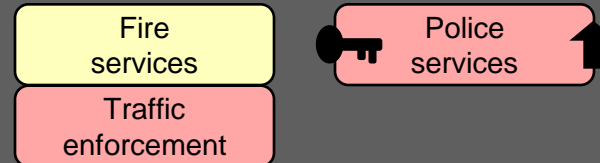
Wichita Action Chart™

Overall Quality of City of Wichita Services

Community Design



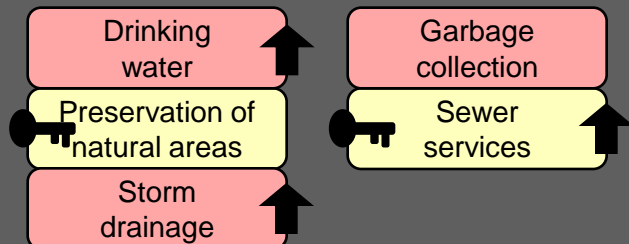
Public Safety



Recreation and Wellness



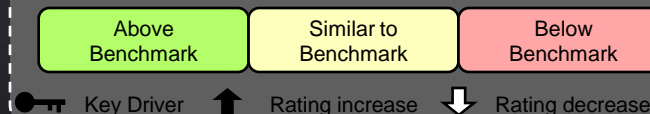
Environmental Sustainability



Civic Engagement

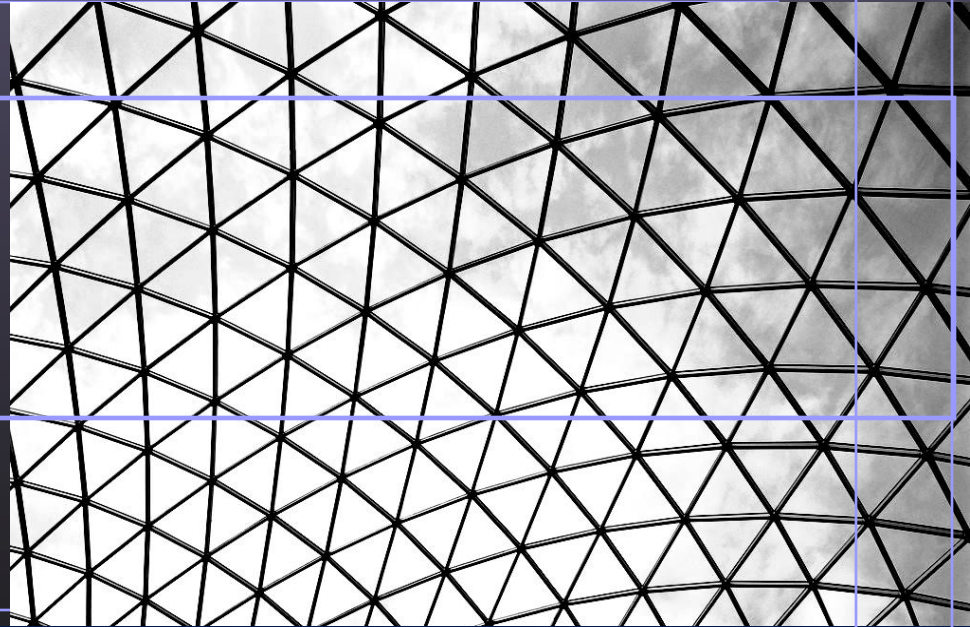


Legend





Custom Questions



In Their Own Words

What is the one thing the City of Wichita could do to improve your neighborhood?

Better maintenance of streets, sidewalks & curbing enforce existing codes, weeds & abandoned structures.

More police attention in neighborhood patrolling at night.

Just enforcing codes, like lawns, painting exteriors, cars owned per household, dogs off leashes, speed limits, etc.

Custom questions

The City is exploring ways to enhance and develop public projects and services. Please indicate to what degree you would support or oppose City funds used to enhance and develop the following areas:

Percent "strongly" or "somewhat" support

Additional fire stations

92%

Improving branch libraries

89%

Additional street maintenance

88%

Night bus service

87%

Building a larger downtown public library

87%

Additional bike paths

80%

Additional police stations

79%

Creating new parks

76%

More park amenities (such as swimming pools and tennis courts)

75%

Custom questions

Please indicate the degree to which you are satisfied or dissatisfied with the current level of arts and cultural opportunities provided by the City:

**Percent
"very" or
"somewhat"
satisfied**

Quality of the Great Plains Nature Museum

90%

Quality of Century II Performing Arts Center

83%

Mid-America All Indian Center

82%

Quality of the Wichita Art Museum

80%

Quality of public art

77%

Quality of CityArts

75%

Cowtown

74%

Quality of Botanica

66%

Public investment in public art

65%

Public investment in local attractions

62%

Knowledge of events and activities at the local attractions

53%

Custom questions

To what degree, if at all, do the following barriers exist regarding housing choices in Wichita?	Definitely a barrier	Sort of a barrier	Not at all a barrier
Location of public transportation	21%	39%	39%
Cost of housing	20%	42%	38%
Unfair lending practices	20%	32%	48%
Language barriers	18%	39%	43%
Lack of accessibility for the disabled	17%	39%	44%
Discrimination on the basis of race and ethnicity	17%	34%	49%
Discrimination based on age	15%	33%	52%
Discrimination based on gender	12%	30%	58%
Discrimination based on children/size of family	11%	29%	60%
Distance to employment	9%	36%	56%

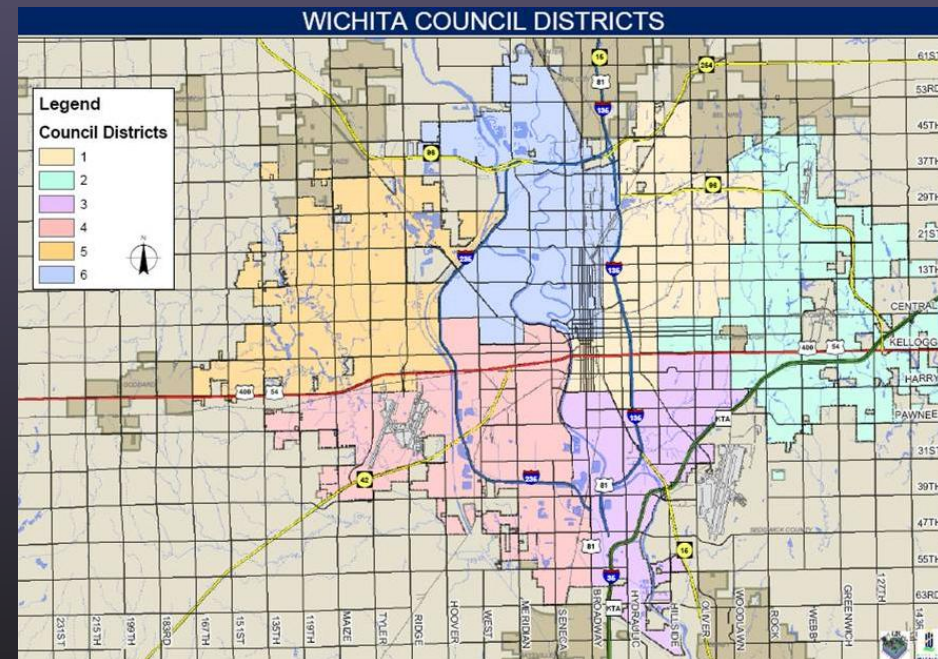
Subgroup Comparisons

► Demographic

- ▲ Number of years in Wichita
- ▲ Annual household income
- ▲ Race of respondent
- ▲ Age of respondent

► Geographic

- ▲ Districts 1-6



Conclusions

Highlights

Quality of
community

Services to
subgroup
populations

Public safety,
police and crime
prevention

Land use, planning
and zoning, and
nuisance problems

Recycling

Drinking water,
storm drainage and
sewer services

Opportunities

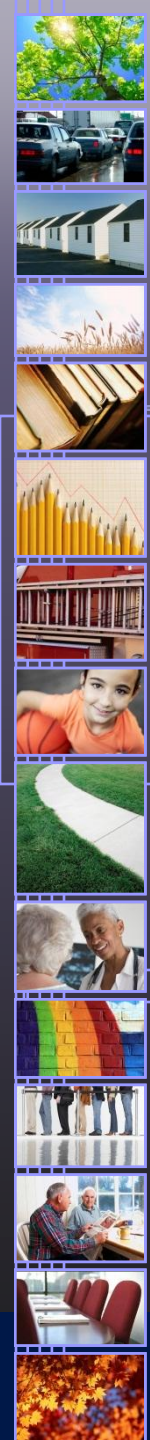
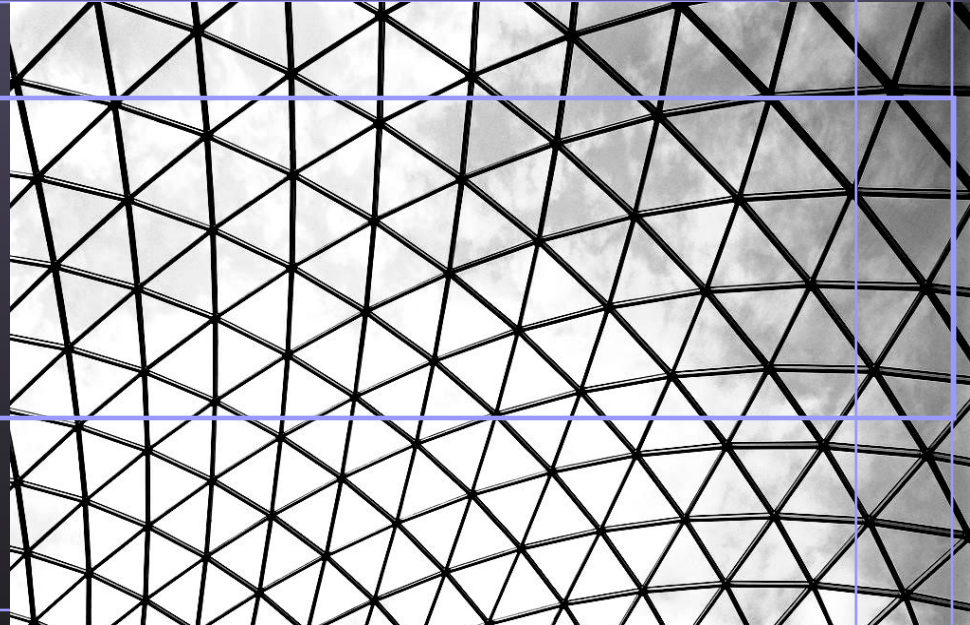
Alternative travel modes

Shopping and employment
opportunities



The National Citizen Survey™

Questions?





The National Citizen Survey™

Thank you!

National Research
Center, Inc.

303-444-7863

www.n-r-c.com

